

The Battery Project, LLC introduces FruitJuice 2.0 on the Mac App Store

Published on 10/02/13

The Battery Project, LLC announces FruitJuice version 2.0, a fully new version of its Macintosh battery application introduced in June of 2012. FruitJuice 2.0 offers a new concept in maintaining OS X laptop battery health, providing monitoring, notifications, guided maintenance, and full battery diagnostics. It keeps a detailed record of your battery charge and discharge activity and much more. Formerly available as a direct download, version 2.0 is available exclusively on the Mac App Store.

Wilmington, Delaware - The Battery Project, LLC, a Mac software publisher with offices in Maine and Virginia, today is proud to announce the immediate availability of FruitJuice 2.0 in the Mac App Store with an introductory sale price of \$9.99. The app will be priced at \$19.99 following this initial special offer.

FruitJuice is a new concept in Apple notebook battery health. Built exclusively for Apple notebook computers, it provides monitoring, notifications, daily battery recommendations, guided maintenance and diagnostics to ensure that you achieve the longest runtime and lifespan from your battery.

In order to prolong its life, Apple recommends using your notebook battery on a regular basis. If you're not using it enough, then Apple recommends doing monthly maintenance on the battery to "keep the battery juices flowing" (see Apple's Battery resource). But how do you know if you're using it enough? Is the way you're using your battery shortening its life? FruitJuice is here to help demystify the process:

Active Guidance through Daily Recommendations:

- * After running for 7 days, FruitJuice will begin to make daily recommendations for the total amount of time to spend on battery to keep it in top condition
- * Recommendations are tailored to your usage patterns
- * Flexible menu bar configuration allows you to see as much or as little information as you wish

Complete Power History:

- * FruitJuice keeps a detailed record of your battery charge and discharge activity
- * See how much time you spend on your machine and if it is on battery, charging or fully charged
- * See totals and percentages for any range of dates

Guided Maintenance:

- * FruitJuice will suggest a Maintenance Cycle upon installation to establish a baseline
- * Notifications will let you know when to plug in or unplug your machine
- * Subsequent Maintenance Cycles will only be recommended only if your usage falls outside Apple's guidelines

Configurable Notifications:

- * Smarter battery management through configurable notifications
- * Notifications to help you avoid the surprise of the "You are now running on reserve battery power" message

You can have FruitJuice tell you:

- * Your percent charge remaining (including repeating intervals)
- * Your estimated time remaining (including repeating intervals)
- * When you have reached you daily battery target
- * When you have reached a given percent while charging

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- * When your battery is fully charged (see Apple's Battery resource)
- * FruitJuice will suggest a Maintenance Cycle only if your usage necessitates it.

Battery Health Information:

FruitJuice shows you a realistic assessment of the overall condition of your battery. It combines the battery condition, age, factory capacity and lifespan numbers to give you real-time insight into the health of your battery.

System Requirements:

- * OS X 10.8 or later
- * 3.2 MB

Pricing and Availability:

FruitJuice 2.0 is offered at the introductory sale price of only \$9.99 USD (50% off the normal price), or equivalent amount in other currencies and available worldwide through the Mac App Store in the Utilities category. The app will be priced at \$19.99 following this initial special offer.

FruitJuice 2.0:

<http://fruitjuiceapp.com>

Purchase and Download (MAS):

<https://itunes.apple.com/us/app/fruitjuice/id671736912?mt=12>

Apple's Battery Resource:

<http://www.apple.com/batteries/notebooks.html>

App Icon:

<http://a3.mzstatic.com/us/r30/Purple4/v4/58/f7/0c/58f70cce-e29c-6f7a-b9e8-f7a045911bd1/FruitJuice.175x175-75.png>

Media Assets:

<http://fruitjuiceapp.com/presskit>

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